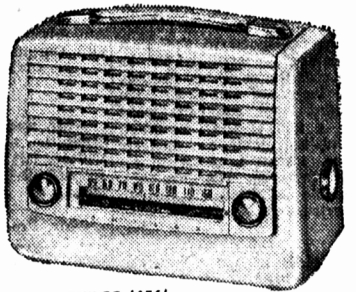


Make it a PHILCO Christmas WITH A NEW 1954 Multiwave RADIO or Radio-Phonograph!



PHILCO '452'
Finest "Personal" Portable ever! Exclusive matched batteries and battery-saver switch. Plays on house current. Available in Cherry, Driftwood, Spruce Green and Pine Green.



PHILCO '456'
MOST POWERFUL PORTABLE EVER BUILT! Standard broadcast plus Special Service Band. Plays on house current or self-contained batteries. Choice of Light Beige, Pine Green, Charcoal Grey.

PHILCO '758'
The wonderful new True-Harmonic 3-speed Radio-Phonograph. All records, old or new, played with better tone than ever before known to recorded music. M24 record changer, an exclusive principle of operation developed by Philco research, plays twelve 10" or ten 12" 78 R.P.M. records or up to fourteen 33 1/4 or 45 R.P.M. records on just one loading. Equipped with Multiwave radio for Standard broadcast and the thrilling new Special Service Band.

**Hurry -
See Your
Philco
Dealer Now -
He Has Philco
Radios**

From \$36.50 Up



**Awaken her to
Carols on her own Philco '302'
Automatic Clock Radio!**

Exquisite design with utility in mind! Huge clock is easily read across the room. Edge-lighted dial is easy to tune. Has delicately gold-lined louvers and timed appliance outlet. Equipped with Special Service Band.

CHRISTMAS JOY THE YEAR 'ROUND!

Here is musical enjoyment at its best... recorded and Standard Broadcast... plus the exciting new Multiwave Special Service Band. This exclusive PHILCO feature permits you to 'eavesdrop' on thrilling police calls, ship-to-shore, aircraft, amateurs, time signals, forest fire warnings, and many other real-life dramas! Now you can 'scoop the press'... you'll hear the news as it happens!

PHILCO '190'
Multiwave Radio with Ultra-Sensitive performance. Smart molded "waffle" grille, decorator styled cabinet in Mahogany or Ivory.

PHILCO '174'—A super-performing Multiwave set delivers big set tonal quality. Edge-lighted dial with unique "disk" pointer. Tangerine, Spruce Green, Maroon.

PHILCO '173' Multiwave Radio with Special Service Band... smartly louvered front with handsome "aircraft" dial. Maroon, Colonial Green, Ivory, or Light Beige.

No. 170

PHILCO Value Leader!

Commercial Equipment Limited

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